



450 7th Avenue, 40th Floor, New York, NY 10123
kleinmoynihan.com · 212.246.0900

CONFIDENTIAL
CEASE AND DESIST

October 6, 2017

Via Electronic Mail (support@istrendingmag.com,
istrendingmag.com@domainsbyproxy.com and domains@corp.bigfoot.com) and
USPS First Class Mail:

Mr. Michael Gleissner
1601 Harrison Street
Hollywood, FL 33020

Re: Notice of Copyright Infringement

Dear Mr. Gleissner:

This firm serves as intellectual property and litigation counsel to LittleThings, Inc. ("LittleThings"), owner of the website located at littlethings.com (the "LittleThings Website"). The undersigned, of Klein Moynihan Turco LLP, 450 Seventh Avenue, New York, New York 10123, is authorized to act on behalf of LittleThings in this matter.

It is our understanding that you own and operate the website located at **istrendingmag.com** (the "Is Trending Mag Website"). It has come to LittleThings' attention that you have sourced a substantial amount of creative content from the LittleThings Website, without authorization, to promote your products and services through the Is Trending Mag Website.

Specifically, the material that has been infringed upon includes artwork and written text created and owned entirely by LittleThings (the "LittleThings Works"). Identical artwork and substantially similar written text currently appear in articles with confusingly similar titles on the Is Trending Mag Website (collectively, the "Infringing Works"). **Notably, many of the Infringing Works bear the federally registered LITTLETHINGS.COM service mark, U.S. Registration Number 4,998,319, which belongs to LittleThings (the "LittleThings Mark").** Examples of the LittleThings Works and corresponding Infringing Works are enclosed herewith collectively as Exhibit A. Hyperlinks to examples of the Infringing Works are enclosed herewith collectively as Exhibit B.

LittleThings has a good-faith belief that your use of the subject material in the manner complained of is not authorized by the copyright owner, its agent or the law. As demonstrated by the parties' respective articles enclosed herewith, the Infringing Works indisputably

KLEIN MOYNIHAN TURCO LLP

Mr. Michael Gleissner
October 6, 2017
Page 2

reproduce, distribute and display the copyright-protected LittleThings Works without permission. Please note that any alleged variation to the subject artwork and/or written text does not rise to the level of creativity necessary to assert fair use or any other defense available under the United States Copyright Act.

This is an extremely serious matter, and our client is prepared to take any and all steps necessary to protect its valuable intellectual property rights and terminate the infringing conduct engaged in by you and affiliated individuals and/or entities. Your willful conduct not only directly infringes upon the intellectual property rights of LittleThings, but also seeks to intentionally confuse consumers as to the source of the Infringing Works for economic gain. This constitutes unfair competition and tortious interference with business relations.

Additionally, by accessing the LittleThings Website, you and your representatives agreed to a number of restrictions contained in the LittleThings Website Terms and Conditions (<http://www.littlethings.com/terms-of-service/>) (“Terms”). Among other things, the Terms prohibit users of the LittleThings Website from copying or otherwise using the LittleThings Works without permission. By engaging in the conduct described hereinabove, you have willfully breached these Terms.

In light of the foregoing, LittleThings hereby demands that you and your affiliate marketing partners, employees, agents and related entities permanently cease and desist from:

- (1) reproducing, distributing, displaying and/or preparing derivative works based upon the Infringing Works, the LittleThings Works and/or any and all other copyright-protected materials contained on the LittleThings Website in any fashion and in all media (including, but not limited to, the Is Trending Mag Website), regardless of format;
- (2) using the LittleThings Mark and all other LittleThings marks in any medium;
- (3) accessing and/or using the LittleThings Website for any purpose whatsoever;
- (4) violating LittleThings’ Terms; and
- (5) engaging in any activities whatsoever directed toward obtaining the business and/or customers of LittleThings, devaluing or diminishing the brand or business of LittleThings and/or deceiving or confusing the public.

In addition to the damages sustained by LittleThings, should you choose to persist in your infringing activities, our client fully intends to hold you liable for any and all costs, including attorneys’ fees, that it may be forced to incur in defending its intellectual property rights and associated goodwill. Further, please be advised that your continued unauthorized access to the LittleThings Website will be regarded as a federal violation of the Computer Fraud and Abuse Act (“CFAA”).

KLEIN MOYNIHAN TURCO LLP

*Mr. Michael Gleissner
October 6, 2017
Page 3*

We trust that you recognize the severity of this situation and will immediately comply with our reasonable demands. We expect to receive written assurances from you or your legal counsel by **Thursday, October 12, 2017**, expressing your willingness to comply with each of the foregoing. If this matter is not resolved to our client's satisfaction by that time, we will recommend that LittleThings pursue any and all remedies available to it at law and in equity.

As you will notice, this Cease and Desist Letter is also being sent to the Legal Departments of GoDaddy.com, LLC ("GoDaddy") and Amazon.com Inc. ("Amazon"), the registrar and Internet Service Provider of the Is Trending Mag Website, respectively. The signature below is that of a person authorized to act on behalf of LittleThings, the copyright owner of the LittleThings Works identified in this Cease and Desist Letter. Use of the Infringing Works is not authorized in any form or fashion by LittleThings. As such, by and through this correspondence, LittleThings formally requests that GoDaddy and/or Amazon immediately remove the Infringing Works from the Is Trending Mag Website. **In light of the substantial quantity of Infringing Works appearing on the Is Trending Mag Website, this may necessitate suspending or cancelling the associated domain name management and/or website hosting services in their entirety.** Should GoDaddy or Amazon wish to contact LittleThings, it may contact this firm using the contact information contained within the header of this correspondence.

The information contained herein is accurate, and under penalty of perjury, LittleThings asserts that it is the owner and possessor of the exclusive right and interest in and to the LittleThings Works. This letter does not purport to be a complete statement of the law or of the facts surrounding this matter, and is submitted without prejudice to LittleThings' legal and equitable rights, all of which are expressly reserved.

We look forward to your prompt response.

Sincerely,

KLEIN MOYNIHAN TURCO LLP



Joshua R. Wueller

Enclosures

cc: GoDaddy.com, LLC (abuse@godaddy.com)
Amazon.com Inc. (copyright@amazon.com)

EXHIBIT A

The Type Of Coffee You... X

Secure | https://www.littlethings.com/coffee-order-reveals-personality/

LittleThings

LIFE

Find Out What Your Coffee Order Reveals About Your Personality

by PHIL MUTZ

I am a big fan of coffee.

I love to kick off each day with a hot cup of coffee, complete with milk and sugar. But I was very surprised to read that the type of coffee I drink is actually in direct correlation to my personality.

Dr. Gary L. Wenk writes in *Psychology Today*: "Coffee makes us feel so good because it is able to tap into virtually every reward system our brain has evolved." It makes total sense that there is a connection between the mind and the type of coffee we drink.

Of course, a person who loves to order a frappuccino will be much different than someone who orders black coffee. And when I took the quiz below and read what was revealed by my cream-and-sugar coffee order? I was shocked by how accurate it was!

I love taking quizzes that reveal your personality, like this one that determines what kind of pet you are. But this coffee quiz really takes the cake with how spot on it is.

A special thanks to Maya Borenstein from LittleThings for the cute coffee images.

Were your results as spot on as mine? Let us know in the comments.

Please **SHARE** with all of your friends!

SHARE ON FACEBOOK

Espresso



LittleThings / Maya Borenstein

If you are an espresso drinker, you are someone who is a natural born leader. You work very hard and you also play very hard. Your Type A personality makes you a person who know how to get things done. And your hardworking nature is an inspiration to others, both at work and in your social life.

Obviously, as an espresso drinker, you enjoy the taste of coffee and you like things a little more straightforward. Your morning shot of espresso is what propels you to the head of the pack each and every day!

Please **SHARE** if you think this is accurate!

Double Espresso



LittleThings / Maya Borenstein

If you are a double espresso drinker, you are someone who believes in logic. You are an extremely practical person and are not susceptible to flights of whimsy like some of your friends. Like a single espresso drinker, you are a very hardworking person. However, you function much better with clear, concise direction from others. You do your best at work when your boss tells you exactly what they want.

As someone who likes that double dose of espresso, you require a little extra boost of caffeine to keep you going through the day. Your morning beverage helps you to focus and get your day in perfect logical order!

Please **SHARE** if you think this is accurate! Don't see your coffee choice? Keep reading on the next page!

1 2 3 Next

Dove

48hr protection plus softer, smoother underarms

Try now





aetna

YOU DON'T JOIN US, WE JOIN YOU

Find out how >

The Way You Walk Reveals...
 Secure | https://www.littlethings.com/walk-style-personality-quiz-speed-strides/

LittleThings

LIFE

What Your Walking Style Says About Your Personality

by ELYSE WANSHEL

Lots of little things say a lot about who we are.

It's actually pretty crazy, and some of these things we think we have no control over. They're just a part of who we are or how we were born, like the position we sleep in, eye color, or the shape of our nails. These things seem so arbitrary but they actually unveil some pretty intimate things about who we truly are — it's like an *au naturel* personality quiz.

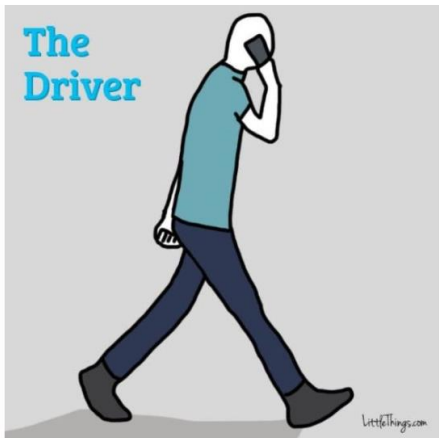
Cultural experts and social scientists have conducted research that reveals that our walking styles, including our walking speed and stride, have a huge impact on our personalities.

According to Patti Wood, body language expert and author of *Snap: Making the Most of First Impressions* there are a few broad categories of strolling styles that people fall into.

"Most people are some combination of two of these categories," she explained to *Men's Health*. "Although one in particular usually dominates." Wood breaks down the four major walking styles, what each says about your personality, and how to walk if you want people to get a different impression. We've also added a few more common walking habits or quirks and the secrets they unveil as well.

SHARE ON FACEBOOK

The Driver



LittleThings / Maya Borenstein

If your weight is usually forward and your stride is quick, like you're charging ahead, you are a "Driver." Bonus points if you multitask while you walk, like using your phone, thinking of a solution for a problem, or making some kind of list in your head. "If there's an obstacle in [your] way, [you] are going to take the most direct path through or around it," Wood said. If that means occasionally bumping into someone, a Driver probably won't care too much, she adds.

If this sounds like you, you have some very positive personality traits. You know how to get things done, are extremely productive, very logical, and most likely very intelligent. People admire you, but they may find you a little cold. You tend to be a competitive and your fiery personality can get the better of you.

Wood suggests that you slow down and smell the roses every now and again, make eye contact, and make an effort to say "hello" to someone you know and like. You don't have to do this all the time, but if you do this occasionally, people will know you are also friendly and have lots of positive personality traits as well.

Advertisement

MY "I DID NOT WAKE UP LIKE THIS" HAIR
 IT'S YOUR #HAIRSTATEMENT WORK IT
 TRESemme

UNTUCKit

Live Life Untucked

See who's redefining Live Life Untucked

See who's redefining the casual look for men.

>



HOME

ENTERTAINMENT

HEALTH

LIFESTYLE

PERSONALITY

SPORTS

TRAVEL

TECH

Home » Personality » Can You Believe It? Your Coffee Taste Can Leak Out Your Secrets

Live Life Untucked

See who's redefining the casual look for men. untuckit.com

Can You Believe It? Your Coffee Taste Can Leak Out Your Secrets

👤 Trendyseeker

📅 September 30, 2017

💬 No Comments

We can't leave coffee anymore. Every day you wake up in the morning, you will always have a cup of hot coffee. A cup of coffee in the morning keeps you fresh all day. However, if you continue going through this article, you will be surprised your daily coffee can be related your personality. Dr. Gary L. Wenk writes in Psychology Today, "Coffee makes us feel so good because it is able to tap into virtually every reward system our brain has evolved." Of course, people who love latte would be very different from people who love black coffee. However, you will be shocked by how accurate this article is. Come on show us which of the following one is your type.

#1 – Espresso

**UNTUCKit**

Live Life Untucked

See who's redefining
the casual look for
men.



RECENT POSTS





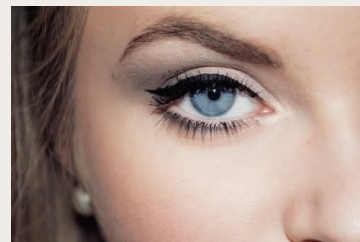
People who love espresso are naturally born leaders. You put your efforts to every task you perform. You not only know how to get things done, but also inspire others to do better. Your morning espresso maybe the reason that propels you the head of hack every day !

#2 – Double espresso

Can You Believe It? Your Coffee Taste ...

September 30, 2017

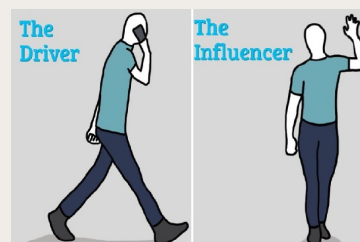
0



What Is Your Personality Hiding Behind Your ...

September 30, 2017

0



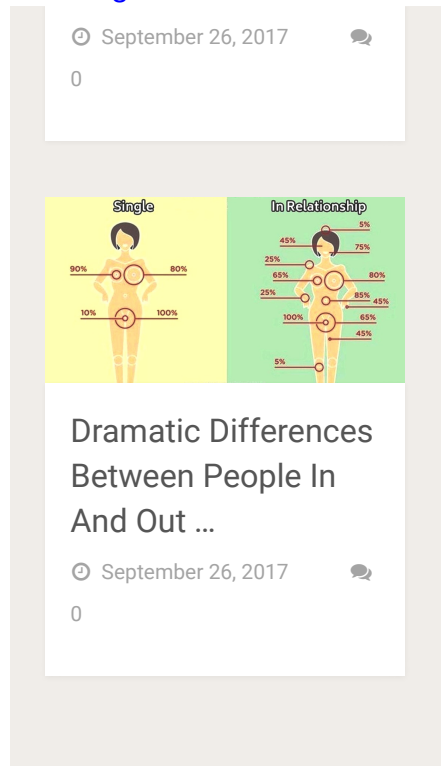
What Does Your Walk Style Tell About ...

September 27, 2017

0



How To Analyze Relationship Status Based On ...



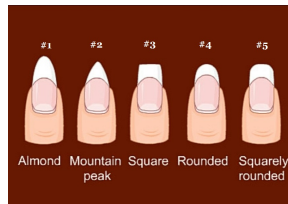
As a double espresso lover, your motto is logic goes first. You are led by your logic and your plan is practical, never interfered by your emotions or other people's doubts. Like a single espresso drinker, you are also very hardworking. However, you distinguish yourself by your effective communication with others. Your order is clear and concise. You do your best at work when your boss tells you exactly what they want.

The morning double espresso helps you stay fresh all day and to be a perfect logic order.

Pages: 1



YOU MAY ALSO LIKE



What Does Your Nail Shape Say

How To Analyze
Relationship
Status Based On
Sleep Positions?

The Shape of
Your Toes Says
About Your
Personality

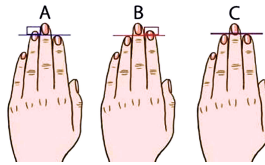
About You?



What Does Your
Starbucks Order
Say About You?



What Is Your
Personality
Hiding Behind
Your Eyelines?



Is It True What
Your Hand Tells
About You and
Your Marriage?

LEAVE A REPLY

Your email address will not be published. Required fields are marked *

Comment

Name *

Email *

Website

POST COMMENT



HOME

ENTERTAINMENT

HEALTH

LIFESTYLE

PERSONALITY

SPORTS

TRAVEL

TECH

Home » Personality » What Does Your Walk Style Tell About You?

Live Life Untucked

See who's redefining the casual look for men. untuckit.com

What Does Your Walk Style Tell About You?

Trendyseeker


September 27, 2017

No Comments

A lot of small signs can leak out our secrets. Many people ignore small signs, regarding these useless or unworthy. However, the messages hiding behind these little behaviors are abundant. If we pay enough attention to these small signs, we would be able to judge a person by his or her appearance. For example our way of speech indicates our knowledge and our way to walk shows out our style or tendency to particular things. Speaking of walking style, i believe many of you ignore this one. Walking style refers to how does a person walk and we can also analyze his or her characters based on the related walking styles. Which one is your walking style?


#1 – The driver

If you usually walk with weight forward and quick strike, then you are a "Driver." You prefer to have a multitask while you walk like using your phone, thinking of a solution for a problem.



Live Life Untucked

See who's redefining the casual look for men.



RECENT POSTS





You have some very positive personality traits. You know how to get things done and you are very productive, logical and intelligent. That is why you always get what you want. If you face a problem, you probably will take the most direct way to get over it or you just go around the difficulty.

However, please slow down and say "hello" to someone you know and you like. Try to make eye contact to people around occasionally, and people will find you friendly.

Pages: 1

2

3

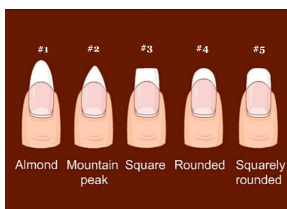
4

5

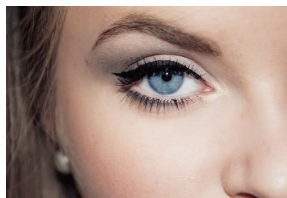
6

7

YOU MAY ALSO LIKE



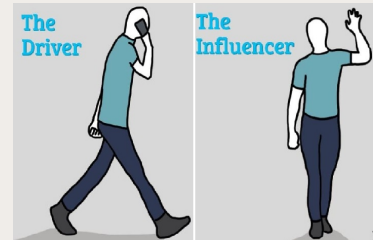
What Does Your Nail Shape Say About You?



What Is Your Personality Hiding Behind Your Eyelines?



The Shape of Your Toes Says



What Does Your Walk Style Tell About ...

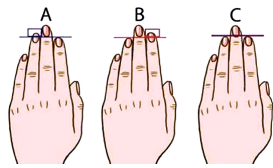
September 27, 2017

0



How To Analyze Relationship Status Based On ...

About Your Personality



Is It True What Your Hand Tells About You and Your Marriage?



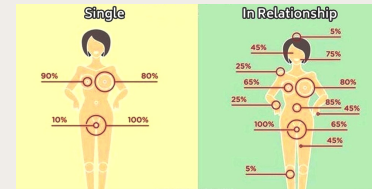
How To Analyze Relationship Status Based On Sleep Positions?



Can You Believe It? Your Coffee Taste Can Leak Out Your Secrets

September 26, 2017

0



Dramatic Differences Between People In And Out ...

September 26, 2017

0

LEAVE A REPLY

Your email address will not be published. Required fields are marked *

Comment

Name *

Email *

Website

POST COMMENT

EXHIBIT B

Examples of Infringing Works

1	http://www.istrendingmag.com/couples-sleeping-position-speaks-their-relationship-status/
2	http://www.istrendingmag.com/couples-sleeping-position-speaks-their-relationship-status/2/
3	http://www.istrendingmag.com/couples-sleeping-position-speaks-their-relationship-status/3/
4	http://www.istrendingmag.com/what-does-your-walk-style-tell-about-you/
5	http://www.istrendingmag.com/what-does-your-walk-style-tell-about-you/2/
6	http://www.istrendingmag.com/what-does-your-walk-style-tell-about-you/3/
7	http://www.istrendingmag.com/what-does-your-walk-style-tell-about-you/4/
8	http://www.istrendingmag.com/what-does-your-walk-style-tell-about-you/5/
9	http://www.istrendingmag.com/what-does-your-walk-style-tell-about-you/6/
10	http://www.istrendingmag.com/what-does-your-walk-style-tell-about-you/7/
11	http://www.istrendingmag.com/can-you-believe-it-your-coffee-taste-can-leak-out-your-secrets/
12	http://www.istrendingmag.com/can-you-believe-it-your-coffee-taste-can-leak-out-your-secrets/2/
13	http://www.istrendingmag.com/can-you-believe-it-your-coffee-taste-can-leak-out-your-secrets/3/
14	http://www.istrendingmag.com/can-you-believe-it-your-coffee-taste-can-leak-out-your-secrets/4/